

SECTION C

DESCRIPTION/SPECIFICATION/WORK STATEMENT

1. **BACKGROUND**

The mission of the U.S. Department of the Interior is to protect and provide access to our nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities. The National Park Service is a bureau within the U.S. Department of the Interior. Visitors to national park sites may engage with and learn more about these natural, cultural, and historic sites through media including videos, multimedia programs, interpretive and educational indoor and outdoor exhibits and publications. The Harpers Ferry Center, Audiovisual Arts, a service center of the National Park Service, provides audiovisual planning and production services to more than 390 units of the National Park Service. These services and products may also be supplied to other Bureaus of the Department and other Agencies of the Government. For further information about the Harpers Ferry Center, please refer to the following web site: www.hfc.nps.gov.

The National Park Service, Harpers Ferry Center is committed to providing interpretive media that is accessible to all potential users. Federal agencies must give employees and members of the public with disabilities access to information that is comparable to the access available to others without these disabilities. Media shall be planned, designed, produced, installed, and maintained in a manner consistent with the Rehabilitation Act of 1973, as amended (includes Sections 504 and 508).

For the purposes of this contract, "Audiovisual Production" is defined as including, but not limited to, any one of the following or combination thereof: complete video and audio programs, video and audio production tasks and services, animation, audio tours, and audio or video programs that promote accessibility.

"Multimedia Production" is defined as including, but not limited to, computer interactive programs, websites, and podcasts, CD-ROMs of standalone interactive computer kiosks that may include touch screens, keyboards, mouse, and/or trackballs as part of their operation.

Venues and uses for these services and products produced include, but are not limited to, the following:

- video projection in visitor center theaters;
- videos (with and without audio) and audio programs incorporated into exhibits, mini-theaters within exhibitions, computer interactives, and object theaters;

- computer simulations and animations incorporated into audiovisual programs and exhibits;
- audio programs associated with indoor and outdoor (wayside) exhibits;
- soundscapes in exhibit settings, immersive environments, and historically furnished vignettes;
- audiovisual and computer interactive programs (with and without audio) featured in kiosks and computer workstations located in visitor center lobbies and indoor and outdoor exhibit areas or for educational outreach in schools, community centers, and other public venues;
- audiovisual and computer interactive programs on websites;
- mobile audio for self-guided tours of landscapes, trails, and historic structures;
- mobile or static audio and/or video programs depicting and interpreting park resources to provide programmatic access for visitors with visual or mobility impairments;
- instructional programs, public service announcements (radio and TV spots), or video news releases.

2. **PURPOSE**

The purpose of this contract is to meet the audiovisual production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality audiovisual programs. Work may include complete audiovisual productions as well as any phase or portion of production. Work for full or partial audiovisual productions may also include the production of multimedia programs.

3. **SCOPE OF WORK**

Independently, and not as an agent of the government, the contractor shall provide all services, including labor, materials, equipment, facilities, and travel, (except otherwise specified in this contract) necessary to provide the Department of the Interior with complete audiovisual productions as well as any phase or portion of production. Complete audiovisual productions shall include project management, pre-production, production, and post production services.

Production services include tasks such as editing, scriptwriting, cinematography, and post-production services. Additionally, multimedia production services may be ordered in conjunction with complete audiovisual productions or audiovisual production services. As multimedia continues to evolve and find a place in traditional park service facilities, as well as with the products parks and others provide to the public, there may be requests for multimedia products and services in connection with an audiovisual production project.

Regardless, all programs are typically educational and interpretive and provide opportunities for the viewer or user to make intellectual and emotional connections to the subject matter. Production and delivery formats will be specified in task orders and addressed generally within the specifications of this contract.

All work shall be completed in accordance with Attachment A, “*National Park Service Standard Specifications for Audiovisual Production and Multimedia Planning, Design and Production Services with Installation*”, dated August 26, 2008 and Attachment B, the Contractor’s *Comprehensive Plan*, dated October 09, 2008.

WORK INCLUDES:

- A. **Project Management:** Scheduling, coordinating, overseeing, and managing the work produced.
- B. **Video and Audio Production Process:** Providing a plan and developing a detailed proposal for audiovisual products and services.
- C. **Multimedia Planning, Design, and Production Services With Installation Process:** Provide a plan and developing a detailed proposal for the planning, design, production, installation and maintenance of multimedia programs.
- D. **Travel, Meetings, and Presentations:** Providing cost estimate for conducting site visits, attending meetings and presenting presentations.
- E. **Submittals and Reviews:** Providing all submittals and reviews in accordance with the contract and individual task order requirements.
- F. **Acquisition of Materials:** Providing Release Forms and/or License Agreements in accordance with the contract and individual task order requirements.
- G. **Accessibility:** Performing all work under this contract in accordance with the Programmatic Accessibility Guidelines for National Park Service Interpretive Media dated October 2007. Learn more about accessibility at www.nps.gov/hfc/accessibility/index.htm.
- H. **Technical Specifications for Video and Audio Production:** Providing audiovisual products and services in accordance with the contract and individual task order requirements.

- I. **Technical Specifications for Multimedia Production:** Providing multimedia productions services in accordance with the contract and individual task order requirements.
- J. **Installation, Training, and Maintenance for Multimedia Programs:** Providing installation, training, and maintenance of multimedia programs and hardware at National Park Service and other locations.
- K. **Completion Report and Final Deliverables:** Preparing and organizing all audiovisual program materials for submittal to the Contracting Officer's Representative and closeout of the project.

4. **TASK ORDER ASSIGNMENTS**

All work performed under this contract will be directed by the government through the issuance of individual task orders in accordance with the procedures outlined in Section G. In no event will the government be responsible for any work performed by the contractor that is not undertaken pursuant to a duly executed task order authorized and signed by the Contracting Officer. The government will furnish, as appropriate, required data, materials, and access to project information necessary to perform the planning and production of work as required.

Unless otherwise stated in an individual task order, the requirements set forth in this contract represent the baseline standards and processes that shall be followed for every project performed under this contract.

5. **OWNERSHIP OF PRODUCTS**

All original media produced under this contract is the property of the National Park Service. The National Park Service's use of the materials produced shall not be restricted in any manner.